

Message Text

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44

ACTION ARA-10

INFO OCT-01 ISO-00 COME-00 EB-04 CCO-00 CIAE-00 OTPE-00

FCC-01 INR-05 NSAE-00 OC-01 RSC-01 DRC-01 /024 W

----- 110770

P R 121700Z OCT 74

FM AMEMBASSY MEXICO

TO SECSTATE WASHDC PRIORITY 4329

INFO USIA WASHDC

AMEMBASSY BOGOTA

AMEMBASSY CARACAS

AMEMBASSY LA PAZ

AMEMBASSY LIMA

AMEMBASSY QUITO

AMEMBASSY SANTIAGO

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E.O. 11652: N/A

TAGS: BEXP, MX

SUBJECT: GOM SUPPORT RE US COLOR TV

REF: STATE 188190-C; MEXICO 6762

1. SATELAT CURRENTLY HAS LETTERS OF INTENT FROM INDIVIDUAL TELEVISION STATIONS IN ARGENTINA, BRAZIL, COLOMBIA, COSTA RICA, ECUADOR, PERU AND VENEZUELA AND PERHAPS PANAMA TO PARTICIPATE IN THE FIRST CYCLE OF TV PROGRAM EXCHANGE, "AMERICA: MAGIC AND ENCOUNTER". ALL AGREEMENTS HAVE BEEN BETWEEN SATELAT AND INDIVIDUAL STATIONS, ALTHOUGH MOST OF THESE STATIONS ARE GOVERNMENT -OWNED.

2. ALL OF THE COUNTRIES INVOLVED HAVE GROUND RECEIVING STATIONS, EXCEPT COSTA RICA, AND PLAN TO USE THE SIGNAL LIVE. COSTA RICA WILL RECEIVE THE PROGRAM VIA MAILED VIDEOTAPE.

3. ALL PROGRAMS WILL BE IN COLOR. APPARENTLY BRAZIL, WHICH USES THE PAL SYSTEM, SIMPLY RUNS THE SIGNAL THROUGH A "BLACK BOX" AND CAN STILL BROADCAST THE SIGNAL LIVE.

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4. EMBASSY USIS AND COMMERCIAL SECTIONS STRONGLY PREFERS NOT TO TRY TO PRESSURE GOM IN ANY WAY REGARDING ADVOCACY OFMTSC SYSTEM. SUCH ACTION COULD BE ENORMOUSLY COUNTER-PRODUCTIVE GIVEN THE CURRENT POLITICAL CLIMATE. IT IS FELT THAT MEXICO, WHICH USES THE NTSC SYSTEM, AND WHICH SLLS ITS OWN TV PROGRAM THROUGHOUT LATAM, WILL DO ALL RIGHT BY ITSELF.

5. A SATELAT SPOKESMAN PRIVATELY EXPRESSED CONCERN FOR THE FUTURE OF FOREIGN COMMERCIAL TV PROGRAMS IN LATAM DUE TO INCREASING PRESSURES FROM NATIONALISTIC GOVERNMENTS. INCREASED PROGRAM EXCHANGE VIA SATELLITE IS SEEN AS A MEANS OF FILLING THE GAP. ALTHOUGH PUBLICLY THE NETWORK IS INTERESTED ONLY IN LINKING LATAM COUNTRIES, DISCUSSIONS ARE ALREADY UNDERWAY WITH US PUBLIC TELEVISION CONCERNS AND SATELAT HOPES EVENTUALLY TO INCLUDE AFRICAN AND MIDDLE EASTERN NATIONS IN THE EXCHANGE. IT VIEWS THIS INITIAL EFFORT AS HIGHLY EXPERIMENTAL, DESIGNED TO IRON OUT TECHNICAL PROBLEMS AND TEST THE FEASIBILITY OF EXPANDED EXCHANGES. THE ECONOMIC RAISON DETRE IS SIMPLE: FOR THE COST OF PRODUCING ONE SHOW AND THE SMALL ADDITIONAL COST OF BEAMING IT TO THE SATELLITE (GOVERNMENTS OWN THE GROUND RECEIVING INSTALLATIONS AND RENT THE SERVICES TO THE STATIONS), A STATION GETS SIX OR SEVEN SHOWS IN RETURN, MORE IF THE NETWORK EXPANDS. JOVA

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